

Outdoor and Transit Ads (cont.)



Bus Shelter Sign



Bus Shelter Sign



Bus Side Sign



Billboard Sign

Here is a turnkey marketing campaign that can help your community reduce traffic congestion and pollution while building your image as a socially responsible business or organization. When you become a partner of the *It All Adds Up to Cleaner Air* National Transportation and Air Quality Public Education Campaign, you'll receive the positive image that comes from being associated with a reputable and worthy cause. Through the campaign's advertising, you'll also receive exposure and the opportunity to strengthen any environmental messages you may already be promoting.

It All Adds Up to Cleaner Air is a comprehensive, cost-effective and research-based campaign designed to educate the public on how simple efforts can reduce traffic congestion and pollution. Several high-quality materials are available to effectively communicate this message, all of which can be customized with your logo and information. So ask your representative to order materials for you today. This is your opportunity to become part of a program that benefits your community as much as it benefits you.

Television Advertisement

"Alternate Choices"

This 30-second television commercial was developed to increase awareness of the relationship between transportation choices, air quality and congestion. The ad encourages the public to choose alternate modes of transportation, and can be customized with your logo and contact information.



Recorded Radio Advertisements



Two recorded radio spots, which complement the television ad, will also raise the public's awareness about choosing alternate modes of transportation and alternate routes. The 60-second ad includes 15 seconds of music at the end, during which you can read a message from your organization. The 30-second spot has seven seconds at the end for your information.

Live-Read Radio Announcements

These ads allow for an on-air read by a local radio station announcer or community leader. There are 30-, 20-, 15- and 10-second versions. Like the recorded radio spots, these also promote choosing alternate modes of transportation and alternate routes, and provide time for customization.

EPA/DOT
IT ALL ADDS UP TO CLEANER AIR CAMPAIGN
LIVE READ RADIO SCRIPTS

It all adds up to cleaner air

"ALTERNATE CHOICES"

:30 LIVE READ—WITH Mass Transit (:25 Script/:05 for Local Customization)
 Tomorrow, leave home without it. That's right. Just once or even twice a week, leave your car parked and get around another way. Try taking mass transit, sharing a ride or car pooling. Walk, ride a bike or in-line skate. Not only will you save a lot of money and aggravation, you'll help to reduce traffic congestion and pollution. So keep it up—because it all adds up to cleaner air. Sponsored by _____

:30 LIVE READ—WITHOUT Mass Transit (:25 Script/:05 for Local Customization)
 Tomorrow, leave home without it. That's right. Just once or even twice a week, leave your car parked and get around another way. Try taking mass transit, sharing a ride or car pooling. Walk, ride a bike or in-line skate. Not only will you save a lot of money and aggravation, you'll help to reduce traffic congestion and pollution. So keep it up—because it all adds up to cleaner air. Sponsored by _____

:20 LIVE READ—WITH Mass Transit (:15 Script/:05 for Local Customization)
 Tomorrow, leave home without it. Leave your car parked even once a week and take mass transit, share a ride, walk or bike. You'll save money and reduce traffic congestion and pollution. So keep it up—because it all adds up to cleaner air. Sponsored by _____

:20 LIVE READ—WITHOUT Mass Transit (:15 Script/:05 for Local Customization)
 Tomorrow, leave home without it. Leave your car parked even once a week and share a ride, walk, bike, or in-line skate. You'll save money and reduce traffic congestion and pollution. So keep it up—because it all adds up to cleaner air. Sponsored by _____

:15 LIVE READ (:10 Script/:05 for Local Customization)
 Sharing a ride, walking or biking can save you money and reduce traffic congestion and pollution. So keep it up—because it all adds up to cleaner air. Sponsored by _____

:10 LIVE READ (:05 Script/:05 for Local Customization)
 Ride sharing reduces pollution. So keep it up—because it all adds up to cleaner air. Sponsored by _____

EPA/DOT
IT ALL ADDS UP TO CLEANER AIR CAMPAIGN
:60 RADIO (:45 RECORDED/:15 LIVE TAG)

It all adds up to cleaner air

"ALT. CHOICES :45/:15"

:45 :45 RECORDED:
SFX: A FLOWING, LIFTING MELODY

FEMALE ANNCR:
 All across the nation, people just like you are protecting the air...
 Simply by doing what they're already doing...
 Sharing rides, biking, walking, riding the bus, taking the train...
 It costs less...
 And means less traffic congestion and less pollution.
 In fact, every time you share a ride, you're helping to reduce emissions by almost half.
 Taking mass transit can do just as much.
 And, of course, walking, biking and skating are the healthiest ways to travel—for both you and the environment.
 So keep it up because it all adds up to cleaner air.

:15 LIVE READ TAG: (:15 Seconds for Local Customization)

Print Advertisements

The campaign includes nine print ads related to using alternate routes or modes of transportation. Each ad is provided in two sizes: 6.5" x 10" and 4.25" x 6.5". Space is provided for your name and contact information.

Your first wheels.
The freedom,
the fresh air, the cards
in the spokes going
thwak, thwak, thwak.

Ride your bike again. But just so you know, no one puts cards in the spokes anymore. It's something you never forget how to do, so why not try it again? Instead of driving, get out your bike and go for a ride. Bike riding is a great way to get exercise and help to reduce traffic congestion and pollution. So keep it up because—

It all adds up to cleaner air

Your Logo Here

Improve your health. Take things in stride more often.

Walking and in-line skating are healthier ways to travel for both you and the air. To stay healthy, doctors recommend exercising at least 30 minutes each day, or even just three times a week. Instead of driving, try walking or in-line skating. You'll get more exercise and help reduce traffic congestion and pollution. So keep it up because—

It all adds up to cleaner air

Your Logo Here

You should be reading this on the bus.

You'd save money and the air, plus have time to read more than the sports page. You see more people are finding out why taking the bus makes more sense than driving. Instead of fighting traffic, you can sit back, relax and read the paper or a good book. You could save money too. All told, the average driver spends about 44 cents per mile including costs of gas and maintenance. Plus, you'll help to reduce traffic congestion and air pollution, which actually makes bus fare a contribution towards a better environment. So keep it up because—

It all adds up to cleaner air

Your Logo Here

Remember how you used to daydream on your way to school?

You can do it again. Take the bus and you'll have a little extra time to yourself. When you drive, you have to concentrate on the road, the traffic, the real world. But when you ride the bus, you can escape into a world all your own, far from the stress and pressure. Plus, you could save money and help to reduce traffic congestion and pollution. So keep it up because—

It all adds up to cleaner air

Your Logo Here

You'd have more time on your hands if they weren't on the wheel.

Take mass transit. You could save money, the air and a little time for yourself. People are finding out why it makes sense to take mass transit. Instead of fighting traffic, you have time to sit back, relax, read or even just daydream. Plus, you could save money and help to reduce traffic congestion and pollution. So keep it up because—

It all adds up to cleaner air

Your Logo Here

Tomorrow, leave home without it.

Keep your car parked even just once a week. You could save money, stress and the air. Just once or twice a week, try getting around another way. Take mass transit, share a ride or car pool. Walk, bike or in-line skate. You could save some money and sanity. Plus, you'll be helping to reduce traffic congestion and pollution. So keep it up because—

It all adds up to cleaner air

Your Logo Here

Try picking someone up before you go out.

Share a ride with a friend. It's nice to have a co-pilot, plus you'll save money and the air. Ride sharing is a great way to make driving more enjoyable, whether you're going out on the town or going to work. You'll save money, too. And if all drivers doubled up, it would cut traffic congestion and pollution substantially. So keep it up because—

It all adds up to cleaner air

Your Logo Here

If you're not part of the problem, You're part of the solution.

Don't get stuck in a jam. Call first and get around smarter and faster. Want to save yourself time and reduce traffic congestion and pollution at the same time? Then call us first or visit our web site for free traffic and transit information. You'll save time and help reduce traffic congestion and pollution. So keep it up because—

It all adds up to cleaner air

Your Logo, Phone Number
And Web Address Here

Your grip tightens, teeth grind, You knew you should have gone the other way.

Call before you go. You'll get around smarter and faster, plus help save the air. No matter where you're going or how you're getting there, it's only smart to call us first or visit our web site for free, up-to-the-minute traffic and transit information. You'll save time and help reduce traffic congestion and pollution. So keep it up because—

It all adds up to cleaner air

Your Logo, Phone Number
And Web Address Here

